The Wildcat is one of the country’s largest student-run newspapers and we are here to help you achieve success. Our daily circulation Monday-Friday during the academic year is 10,000 with over 100 free distribution locations on and off campus.

**AZ STUDENT MEDIA**

In addition to the Daily Wildcat and dailywildcat.com, AZ Student Media offers specialized media outlets that give advertisers even broader reach into our community:

**UATV Channel 3 and KAMP Student Radio**

KAMP and UATV provide programming that includes music, news, sports, mtvU and original UA student produced shows.

More than 6,000 students living on campus tune in and thousands more watch and listen on the web.

**University of Arizona Visitor Guide**

This full color guide is published in the Fall and Spring. Each issue welcomes guests and newcomers to the dynamic UA campus. 70,000 copies are distributed on campus, at hotels and around Tucson annually.

View the current guide online: wc.arizona.edu/ads/visitorguide

**University of Arizona Parents & Family Magazine**

This full color magazine reaches parents of UA students including incoming freshman and welcomes them to the University of Arizona family.

View the current guide online: wc.arizona.edu/ads/ParentsMagazine

**HOW TO REACH US**

**Display & Online Advertising:**
(520) 621-1686
ads@dailywildcat.com

**Classified Advertising:**
(520) 621-3425
classifieds@wildcat.arizona.edu

** Classified Advertising & Accounting Manager:**
Karen Tortorella-Notari
(520) 621-5892
tortorel@email.arizona.edu

**Visitor Guide and Parents & Family Magazine:**
Milani Hunt (520) 626-8546
milanih@email.arizona.edu

**UATV Channel 3 & KAMP Radio:**
Michael Camarillo (520) 621-8002
camarill@email.arizona.edu

**Accounting:**
(520) 621-3558

**Subscriptions:**
(520) 621-3195

**Director, AZ Student Media:**
Mark Woodhams (520) 621-3408
woodhams@email.arizona.edu

**Advertising Manager:**
Katie Bailey (520) 621-1714
kmbailey@email.arizona.edu

**Sales Manager:**
Noel Palmer (520) 621-5816
npalmer@dailywildcat.com

**AFFILIATIONS:**
Newspaper Association of America, Associated College Press (ACP), College Media Advisers (CMA), Arizona Newspapers Association (ANA), College Newspaper Business and Advertising Managers (CNBAM), Western Association of University Publication Managers (WAUPM).

**NATIONAL REPRESENTATIVES:**
Alloy Media and Marketing

2010-2011 Advertising Rates
dailywildcat.com
ADVERTISING POLICY

ADVERTISING ACCEPTABILITY: The Wildcat reserves the right to reject any advertising, for any reason, or to request revisions, even after an insertion order has been signed. The standards guiding the acceptance of advertising are available by requesting a copy of the Wildcat’s official “Advertising Acceptability Policy.” Advertising resembling news copy must be marked “Paid Advertisement.”

AD DESIGN: The Wildcat offers free ad building and design services by talented UA students, including one proof per ad (if requested at least two working days prior to publication). For extensive design, photography or graphic services, charges may be assessed if necessary. All charges will be discussed before work is performed.

COPYRIGHT: Advertising that is designed and produced by the Wildcat staff becomes the property of the Wildcat and cannot be reproduced or used without the Wildcat’s consent.

BACK BILLING: Advertisers failing to meet their contract volume at the end of the contract term will be charged the difference between the contract rate and the open rate (or the contract rate for which they qualify) for all advertising run during the duration of the contract.

REFUNDS, CREDITS AND MAKE GOODS (Retail and Classified Display Ads): In spite of our best efforts, copy errors occasionally occur in material we typeset for our advertisers. If you ad has an error in it, report it immediately. The Wildcat’s liability will not exceed the actual cost of the ad in question and liability for an omitted ad will be limited to publishing the advertisement in a subsequent issue.

DISCLAIMER: The advertiser agrees to assume all liability for any ad placed in the Wildcat, and to hold the Wildcat harmless for any claim that may be brought against the paper by reason of the publication of the advertiser’s message, and to reimburse the Wildcat for any expenses or losses arising from any such claims.

ROP DEPTH REQUIREMENTS: Minimum ad size is two column inches. Ads are measured in half-inch increments. No ad may be less than one inch deep. Any ad exceeding 18 inches in depth will be billed at 21.5 inches.

GUARANTEED PLACEMENT: Position requests will be honored when possible. Guaranteed position may be purchased in advance for a 15 percent premium over the cost of the ad’s space. Restrictions apply. Contact your representative for details. Position is not guaranteed until it has been secured and confirmed by your representative.

Display Ad Deadlines

<table>
<thead>
<tr>
<th>Publication Day</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>Thursday Prior to Pub Date, 3pm</td>
</tr>
<tr>
<td>Tuesday</td>
<td>Friday Prior to Pub Date, 3pm</td>
</tr>
<tr>
<td>Wednesday</td>
<td>Monday Prior to Pub Date, 3pm</td>
</tr>
<tr>
<td>Thursday</td>
<td>Tuesday Prior to Pub Date, 3pm</td>
</tr>
<tr>
<td>Friday</td>
<td>Wednesday Prior to Pub Date, 3pm</td>
</tr>
</tbody>
</table>

Special sections deadline one day prior to regular deadlines unless otherwise specified.

Retail/Classified - Broadsheet

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 column</td>
<td>1.5227”</td>
</tr>
<tr>
<td>2 column</td>
<td>3.2273”</td>
</tr>
<tr>
<td>3 column</td>
<td>4.9091”</td>
</tr>
<tr>
<td>4 column</td>
<td>6.6136”</td>
</tr>
<tr>
<td>5 column</td>
<td>8.3021”</td>
</tr>
<tr>
<td>6 column</td>
<td>10.000”</td>
</tr>
</tbody>
</table>

Maximum broadsheet height 21.5”

Popular Display Ad Sizes

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>6 col x 21.5”</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>6 col x 10.5” or 3 col x 21.5”</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3 col x 10.5”</td>
</tr>
<tr>
<td>Junior Box</td>
<td>3 col x 4”</td>
</tr>
<tr>
<td>Junior Vertical</td>
<td>2 col x 6”</td>
</tr>
<tr>
<td>Business Card</td>
<td>2 col x 2”</td>
</tr>
<tr>
<td>Vertical Tower</td>
<td>1 col x 4”</td>
</tr>
<tr>
<td>Small Box</td>
<td>2 col x 1”</td>
</tr>
</tbody>
</table>

2010-2011 Advertising Rates

dailywildcat.com
RETAIL DISPLAY AND ONLINE

Retail Display Advertising
• All rates are non-commissionable net rates (except for open rates). No cash discounts.
• Run same ad two days Monday-Thursday, get 50% off running the same ad on Friday (space only).
• Run same ad three or more days Monday-Thursday, get 10% off each ad. Offer is only valid for contract advertisers.

Bulk Contract Rates
• Contracts must be fulfilled by May 10, 2011.

Volume | PCI Rates
--- | ---
Open Rate | $15.75
150 - 299 inches | $11.75
300 - 574 inches | $11.40
575 - 874 inches | $11.00
875 - 1,299 inches | $10.40
1,300 - 1,999 inches | $10.00
2,000 - 3,499 inches | $9.70
3,500 - 4,999 inches | $9.35
5,000 or more inches | $9.10

Special Rates
• University Departments & Student Groups $9.70 pci
• Wild Life (arts, features & entertainment) $9.50 pci
• Monday Mega Marketplace on Page 3
• Prices include free red spot color.
  - 1 - 4 issues $50.00 per week
  - 5 - 13 issues $45.00 per week
  - 14 - 15 issues $40.00 per week
• Introductory Rate 90-129 inches $10.75 pci
• Valid for new advertisers only.
• Contract must be fulfilled by the end of the semester.
Front Page Ad (6 columns x 2") $400.00 per day
• Includes full color

Color (flat fee):
• Two colors will be charged at the full color rate.
• Color is subject to availability and may be limited.
Black + 1 spot color $150.00
Full color $375.00

Frequency Contracts
• Contracts expire in the same semester they are signed-
  Fall: December 10, 2010 Spring: May 10, 2011

Volume | PCI Rates
--- | ---
5 - 9 issues | $12.55
10 - 19 issues | $11.80
20 or more issues | $11.45

Online Advertising
• Average 53,000 unique visitors every month
• Minimum purchase is 20,000 impressions

Online Rates
Leaderboard (468 x 60 pixels) $5.00 cpm
Skyscraper (120 x 240 pixels) $5.00 cpm
Custom sizes available upon request.

Text Links Rates
• Available on dailywildcat.com, kamp.arizona.edu and uatv.arizona.edu
Open Rate $60.00 per week
4 - 14 weeks $50.00 per week
15 weeks (one semester) $45.00 per week
26 weeks $40.00 per week

Earn Free Bonus Impressions!
10,000 free impressions when you buy 50,000 - 74,000 impressions
25,000 free impressions when you buy 75,000 or more impressions

All rates are effective August 23, 2010 through May 10, 2011
**Classified Line Ad Rates**

- 20 words or less: $4.75
- Each additional word per insertion: $0.20

**Additional Classified Line Ad Options**

- 1-pt border: $1.00 per day
- Underlined words: $0.10 per word
- Bold words (first three bolded words are free): $0.10 per word
- Bold ad (all words): $2.00 per day

**Classified Online Rates**

- Online posting (with purchase of print ad): $2.50 per order
- Per day posting (without purchase of print ad): $2.50 per day
- Any posting on Friday must include Sat & Sun

**Classified Display Ad Rates**

- Open Rate: $11.50
- 5 - 9 insertions of same ad: $10.40
- 10 - 14 insertions of same ad: $9.85
- 15 or more insertions of same ad: $9.25

**Crossword Puzzle and Sudoku Rates**

- Two spaces available per day
- Ad size is 2 cols x 1.5”
- Open Rate: $55.00 per day
- 5 - 9 insertions: $50.00 per day
- 10 or more insertions: $40.00 per day

**20% Discount for Classified Line Ads:**

- 5 or more consecutive insertions of the same ad in the academic year
- 20 or more insertions of the same ad during the same academic year

**Inserts**

- Minimum size: 5.5” x 8.5” / Maximum size: 11” x 11”
- 10,000 minimum insert quantity
- One insert available per issue; contact your sales representative for date availability
- 8 pages or less: $79.00 per thousand
- 10-16 pages: $89.00 per thousand

**Color (flat fee):**

- Two colors will be charge at the full color rate.
- Color is subject to availability and may be limited.
- Black + 1 spot color: $150.00
- Full color: $375.00

**All rates are effective August 23, 2010 through May 10, 2011**
### Fall 2010 Special Sections

<table>
<thead>
<tr>
<th>Issue</th>
<th>Deadline</th>
<th>Pub Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>August First Daily Issue</td>
<td>August 19</td>
<td>August 23</td>
</tr>
<tr>
<td>September Football Preview</td>
<td>August 26</td>
<td>September 2</td>
</tr>
<tr>
<td>Career Guide</td>
<td>September 13</td>
<td>September 20</td>
</tr>
<tr>
<td>Restaurant &amp; Bar Guide</td>
<td>September 23</td>
<td>September 30</td>
</tr>
<tr>
<td>October Family Weekend</td>
<td>October 1</td>
<td>October 8</td>
</tr>
<tr>
<td>Homecoming</td>
<td>October 14</td>
<td>October 21</td>
</tr>
<tr>
<td>November Graduate School</td>
<td>October 27</td>
<td>November 3</td>
</tr>
<tr>
<td>Basketball Preview</td>
<td>November 10</td>
<td>November 18</td>
</tr>
<tr>
<td>December Final Fall Issue</td>
<td>December 6</td>
<td>December 8</td>
</tr>
</tbody>
</table>

### UA Calendar Fall 2010

- **Fall Classes Begin**: August 23
- **Labor Day**: September 6
- **Career Fair**: September 21-22
- **Family Weekend**: October 8 - 10
- **Homecoming Weekend**: October 21 - 23
- **Veterans Day Holiday**: November 11
- **Thanksgiving Recess**: November 25 - 26
- **Last Day of Classes**: December 8
- **Dead Day**: December 9
- **Final Examinations**: December 10-17
- **Commencement**: December 18

### Spring 2011 Special Sections

<table>
<thead>
<tr>
<th>Issue</th>
<th>Deadline</th>
<th>Pub Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>January First Spring Issue</td>
<td>January 10</td>
<td>January 12</td>
</tr>
<tr>
<td>February Restaurant &amp; Bar Guide</td>
<td>February 3</td>
<td>February 10</td>
</tr>
<tr>
<td>Housing Guide</td>
<td>February 14</td>
<td>February 21</td>
</tr>
<tr>
<td>March Spring Career Fair</td>
<td>March 10</td>
<td>March 21</td>
</tr>
<tr>
<td>April Health &amp; Wellness Guide</td>
<td>April 6</td>
<td>April 13</td>
</tr>
<tr>
<td>May Final Spring Issue</td>
<td>May 2</td>
<td>May 4</td>
</tr>
<tr>
<td>Commencement Issue</td>
<td>May 6</td>
<td>May 11</td>
</tr>
</tbody>
</table>

### UA Calendar Spring 2011

- **Spring Classes Begin**: January 12
- **Martin Luther King, Jr. Day**: January 17
- **Spring Break**: March 12-20
- **Career Fair**: March 22-23
- **Classes End**: May 4
- **Dead Day**: May 5
- **Final Examinations**: May 6-13
- **Commencement**: May 14

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**ARIZONA DAILY WILDCAT**
The UA's #1 Source for News in Print and Online

**2010-2011 Advertising Rates**
dailywildcat.com